



passionate about creating

Shapeways Goes Vogue with New Stylish Colors

Spring has arrived with beautifully colored 3D printed models in Limestone, Terracotta or Blue Jeans Blue

Eindhoven, The Netherlands (April 21, 2009) – Shapeways is pleased to announce its widely anticipated color dye for 3D printed models. Shapeways combines their cutting-edge 3D printing technology with the best of hand-wrought craftsmanship to allow consumers to see their designs not only in the round, but with surfaces finished in beautiful colors that are sure to further the enjoyment and utility of each and every creation.

In keeping with the modern, sleek feel of the majority of its customers' designs, Shapeways has selected Limestone, Terracotta and Blue Jean Blue as the premiere colors. With the cool, naturalistic feel of limestone, the contemporary vibe of denim, the heat and sophistication of terracotta, the look and feel of the colored models deftly mimic the material they are inspired by. Based on the White Strong and Flexible material, the most popular on Shapeways, colored objects will have the quality in structure that consumers have come to expect from Shapeways printed objects. Shapeways is certain that these premiere colors will be utilized in a variety of innovative and creative ways, and will soon be offering a greater range of colors in hopes of offering a palette that can fulfill all of your color 3D printing needs.

“The community has asked and we have listened”, commented Peter Weijmarshausen, “with these special colors we take the already existing technology of Rapid Manufacturing and make it a little bit more relevant for everyone.”

The process used by Shapeways is based on dyeing the material. This is an intensive manual approach which consists of deeply cleaning the printed parts, heating them in a bath of nylon dye, followed by another thorough cleansing of the now-colored objects. This process insures a deep, intense color that will stand the test of time. The dyeing process adds a level of artisan craft to the advanced technology of 3D printing, but with this hands-on work, slight color differences may occur. The Shapeways colors can be viewed at: <http://www.shapeways.com>

This option gives great new opportunities to these Creators: amazing software for anyone to feel a designer. People can make all kinds of interesting gifts and gimmicks such as fruitbowls, candle holders or napkin rings by just uploading text and / or images. Now great effects can be made by getting them in the look and feel of exclusive materials such as terracota. Imagine the everlasting effect of precious thoughts perpetuated in a limestone Lightpoem!

The Shapeways colors are available at: <http://www.shapeways.com> at \$ 4.00 start up costs and an additional fee of \$ 0.10 per cm³.

About Shapeways:

Shapeways, the world's first 3D co-creation community, brings design to life with cost effective, high quality 3D printing. Shapeways is redefining Do-It-Yourself by connecting consumers to the latest in Rapid Prototyping micro production with easy to use click-and-drag product customization and advanced upload-to-print tools for seasoned 3D designers. Shapeways

encompasses a diverse community of artists and enthusiasts engaging in everything from collaborative creation to selling their 3D designs as products through the unique Shapeways Shops, an international marketplace for consumer created 3D printed products. Shapeways is spinning out from the Lifestyle Incubator of Royal Philips Electronics, located in Eindhoven, The Netherlands.

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Editors Note: Images available at <http://www.shapeways.com/presscorner>